

TO:  
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REMARKS:

*no reply*

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FROM:

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FORM NO. 241  
1 FEB 55

REPLACES FORM 36-8  
WHICH MAY BE USED

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(47)

**the commercial analysts co., inc.**

211 EAST 43RD STREET • NEW YORK, N. Y. 10017 • MO 1-1313

Executive Registry
65-6233

Dear Sir:

We are an independent, national marketing research organization. We have been asked to survey the readership of several major newspapers.

We would appreciate your assistance.

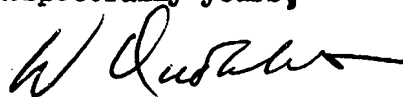
One part of this survey is to determine newspaper readership among key officials and members of the Federal government to indicate newspapers' service to our nation's leadership.

Would you, or your secretary, please take a few moments to complete the enclosed brief questionnaire and return it to us in the enclosed postage-paid envelope.

Please be assured that this survey is strictly confidential. No individual responses will be released. We will provide our client only tabular summarizations of all responses to this survey. The enclosed questionnaire need not be signed.

Thank you.

Respectfully yours,



William Knobler  
Vice President

WK/bb  
Enclo.

Commercial Analysts Co.  
211 East 43rd Street  
New York, New York 10017

NEWSPAPER READERSHIP SURVEY

CONFIDENTIAL

1. Which of these publications do you read regularly?

Wall Street Journal ( ) 6-1  
New York Herald Tribune ( ) -2  
New York Times ( ) -3

2. Which of these publications do you read occasionally?

Wall Street Journal ( ) 7-1  
New York Herald Tribune ( ) -2  
New York Times ( ) -3

3. Do you care to make any comments about the above publications?

\_\_\_\_\_ 8-  
\_\_\_\_\_ 9-  
\_\_\_\_\_ 10-

4. In what branch department or agency of the Federal Government  
are you now serving?

\_\_\_\_\_ 11-

Thank you.

THIS QUESTIONNAIRE NEED NOT BE SIGNED

NAME:

TITLE OR POSITION:

DATE:

PLEASE RETURN YOUR COMPLETED QUESTIONNAIRE IN THE ENCLOSED ENVELOPE TO:

Commercial Analysts Co.  
211 East 43rd Street  
New York, New York 10017